Lamborghini ad 19-2-2013

[](http://www.google.com.au/url?sa=i&rct=j&q=lamborghini+ad&source=images&cd=&cad=rja&docid=Y6fbjvajXz8QtM&tbnid=-ZIUxKl9gX7EVM:&ved=0CAUQjRw&url=http://www.iforgedlifestyle.com/?p=777&ei=gYEhUfT5M8rMkQWxjYHIDg&bvm=bv.42553238,d.dGY&psig=AFQjCNEPMDrHPHVkQA6GNXLI_5ouunJHtA&ust=1361236716622765)<http://www.iforgedlifestyle.com/?p=777>

What could make this ad better?

* bigger writing
* less writing
* better font
* Q. what is the main purpose for this ad
* They could use more colour